

Explanation of Changes to the NBAP Competition Judging Process

The current judging process does not reflect the work the National Beef Ambassadors perform in the field. The judging process will be changed to more closely mimic the four program areas proposed in the Authorization Request for Fiscal Year 2008. The objective for making a change to the judging process is to strengthen the program, its participants and its ability to increase the demand for beef.

At the 2009 competition the contestants will be judged in four different areas:

1. Media Interview
2. Consumer Promotion
3. Classroom Presentation
4. Editorial Response

Media Interview (Implemented at the 2008 competition)

The contestant will participate in a mock media interview. The interview will be conducted by the NCBA staff person who conducts the contestant media training. This will add consistency to the process. The interviewer will have pre-determined questions to ask each contestant with the option to ask follow-up questions in order to extrapolate additional knowledge or clarify a point. A panel of judges will observe the interaction for: knowledge, articulation, poise and the contestant's ability to "Tell the Beef Production Story" and present the industry in a positive light. Scoring will be done by the judges only. The contestants should be well versed in all areas of beef production and the beef industry relating to consumers. Special attention should be paid to all current industry issues.

Consumer Promotion (Implement at the 2009 competition)

A mock consumer promotion event will be set up for the contestants. Each contestant will be provided with a "sample" to serve as well as beef industry production and beef nutrition literature and recipes. Scripted "Consumers" will approach the table to take the sample. They will ask a set of scripted questions to test the contestant's knowledge, capacity to perform in the field and capacity to present beef in a positive light. A panel of judges will observe and score each contestant on their ability to educate the consumer and provide her with the appropriate information to answer her questions.

Classroom Presentation (Implement at the 2009 competition)

Contestants will be provided with curriculum in which to prepare a lesson plan to present to an elementary class of students. The length of the lesson plan and age of the students will be determined prior to the contest. A situation will be set

in which the contestant will make the presentation to “students” and a “teacher”. The students will have a set of questions to ask regarding the presentation. A panel of judges will observe the interaction and score the contestant on their organization, age appropriateness, key message delivery, creativity of presentation, ability to hold the attention of the students and message left with the educator.

Editorial Response (Test judging at 2008 competition with full implementation in 2009)

In the ready room the contestants will be provided with a recently published news article regarding the beef industry. Each contestant will write a brief (150 word) response to the article. The responses will be faxed to NCBA staff currently working in the online environment for judging. The judges will score the contestants on their ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.

Presentation Requirements for the National Contest

The National competition judging alterations will not require any modification to state program judging. It is recommended that state programs which continue to judge their contestants on a speech, base it on “Telling the Beef Production Story”. While a speech will not be used at the national competition, research and preparation for the speech will form a knowledge foundation for the beef industry that will prepare the contestant for the national competition.

In the past contestants were required to present a speech to five non-agriculture groups and two beef industry groups. Under the proposed judging changes these requirements will be changed as well. Qualifications for the national competition will be determined and stated in the National Beef Ambassador Rules by January 1, 2008.

These proposed competition judging changes will more closely replicate the work the ambassadors perform while serving the beef industry. They will allow the judges a greater sense of the contestant’s abilities and enthusiasm for the industry and better prepare the ambassadors for their tenure with the program.